

ARCHIE  
SERIES

OCT.

NO. 43

CLYDE  
Archie's

12¢

APPROVED  
BY THE  
COMICS  
CODE



AUTHORITY

MAC

# MAD HOUSE

I LIKE THE EXTRA THRUST  
YOU GET FROM THESE TWIN-  
ENGINEED JOBS!





SPECIAL MAD HOUSE

# DRAG

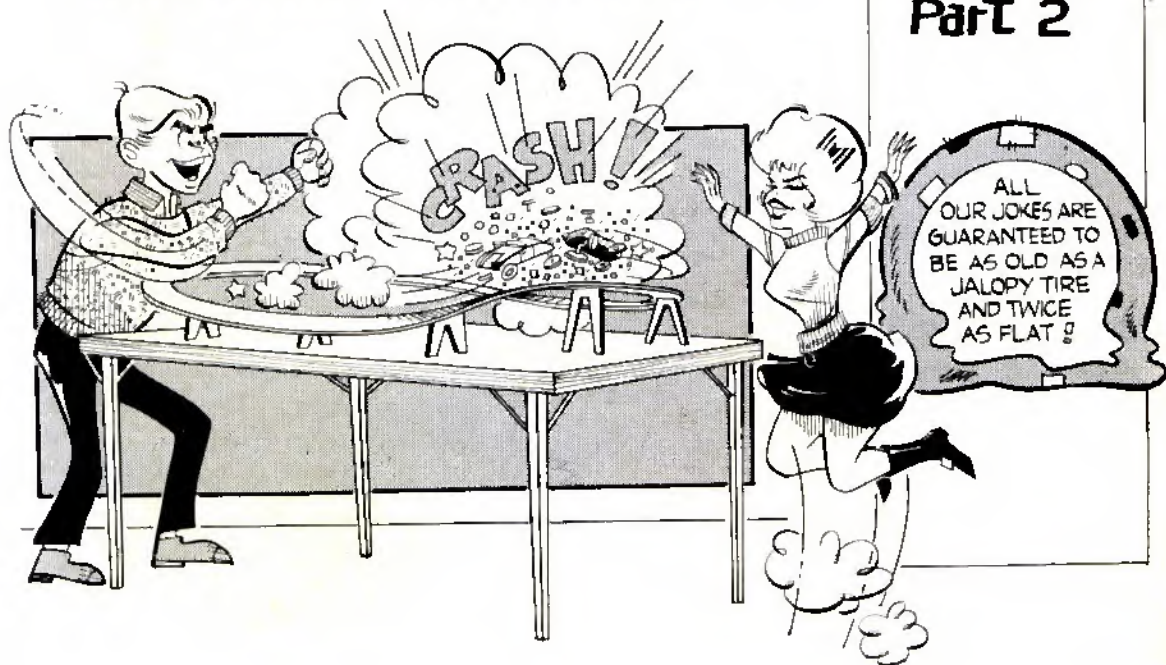
ISSUE ---

...ALL OUR STORIES ARE A DRAG!!



**MODEL RACING IS NOTHING NEW WITH  
MAD HOUSE ---**

WE'VE BEEN GOING AROUND IN CIRCLES FOR YEARS ---  
... AND WE CRACKED UP A LONG TIME AGO!



CONTENTS  
DASHBOARD

**GOOD  
GUY  
SECTION**  
INTRODUCING  
'BLUE BEAM'

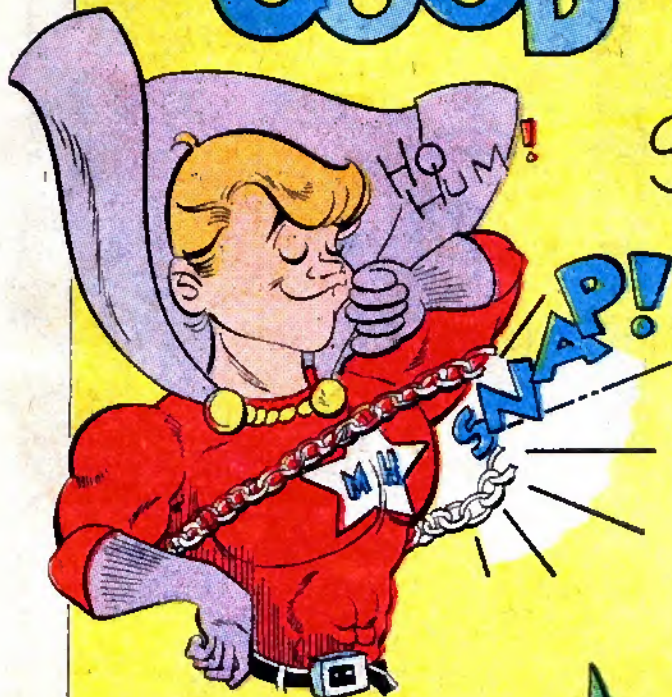
**BAD  
GUY  
SECTION**  
• 'THE  
MAD AD  
MONSTER  
Part 2



*Brace wheels*

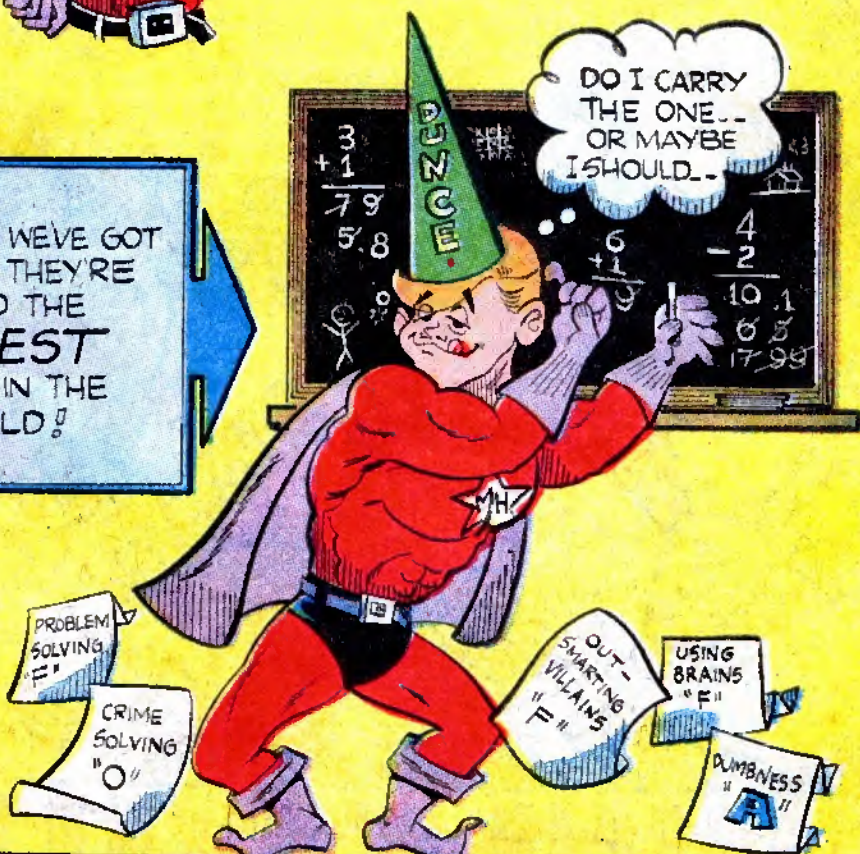
# GOOD GUY

## SECTION



MAD-HOUSE GOOD GUYS  
ARE THE  
**BRAVEST**  
**HANDSOMEST**  
**STRONGEST**  
HEROES IN THE  
WORLD ---

... HOWEVER WE'VE GOT  
TO ADMIT, THEY'RE  
ALSO THE  
**DUMBEST**  
HEROES IN THE  
WORLD!



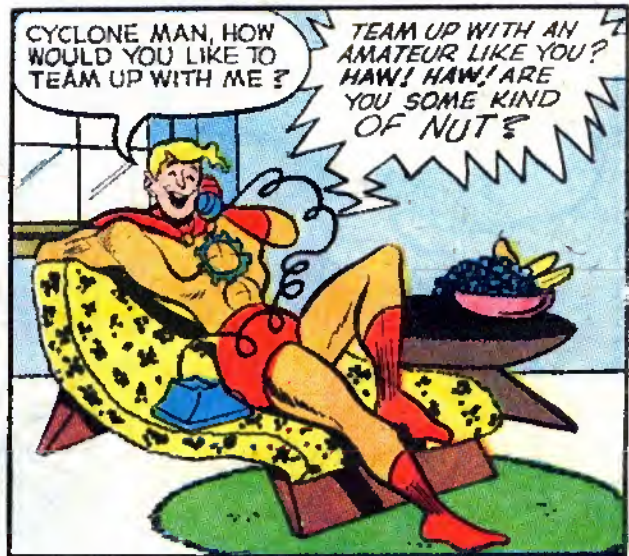
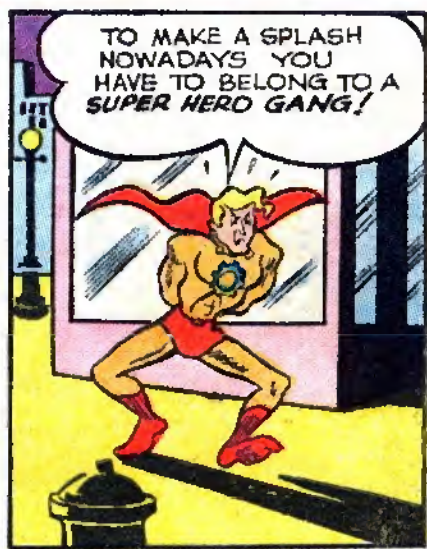
MAD HOUSE HEROES **HAVE** TO BE DUMB...  
-- HOW ELSE COULD WE GET THEM TO  
WORK FOR **CHEAP** MAD-HOUSE SALARIES?



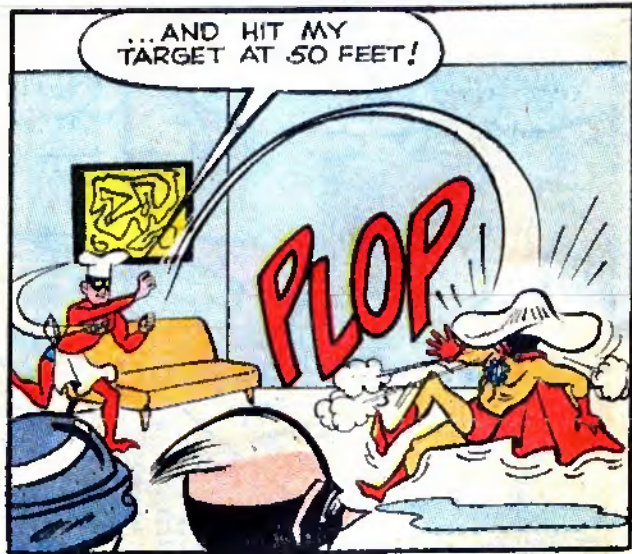
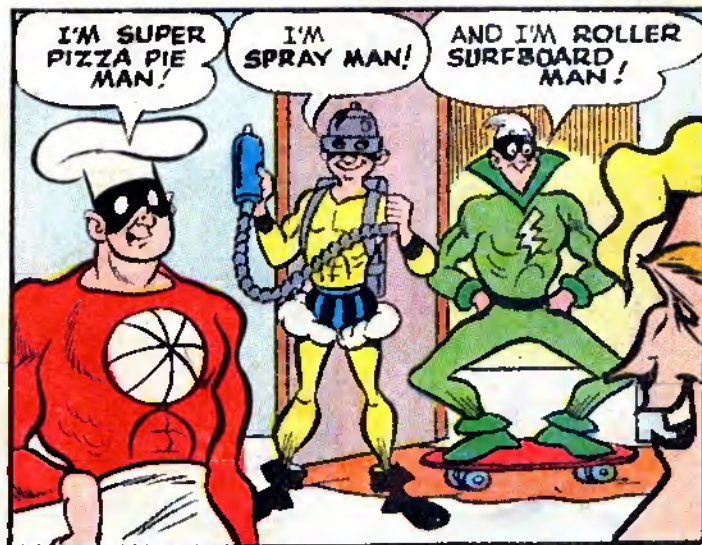


# CAPTAIN SPROCKET THE DREAM TEAM SCHEME

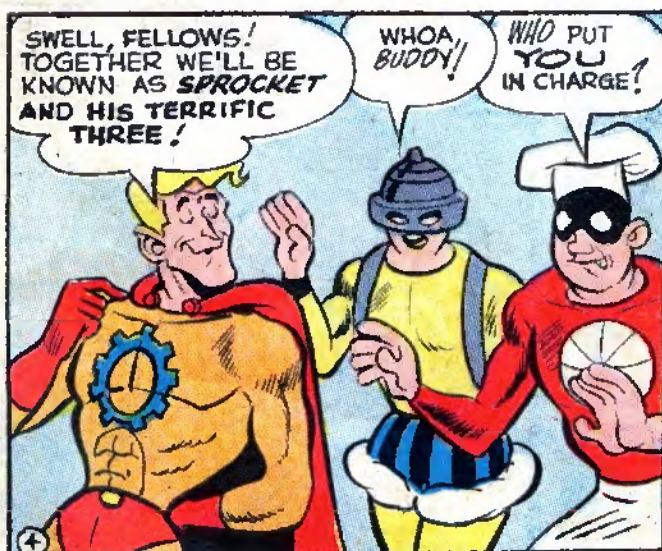
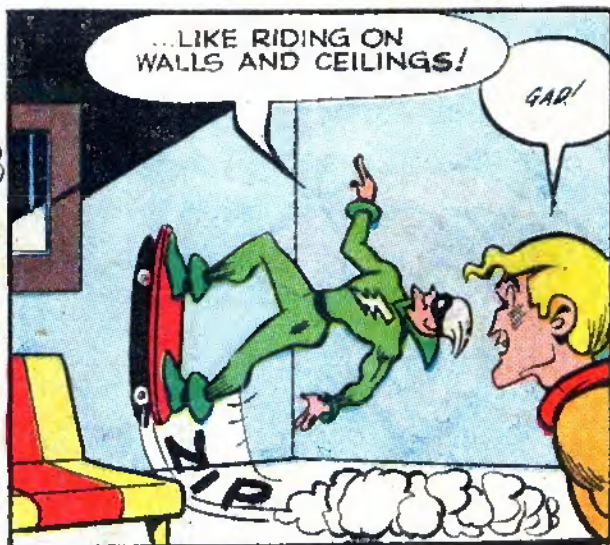
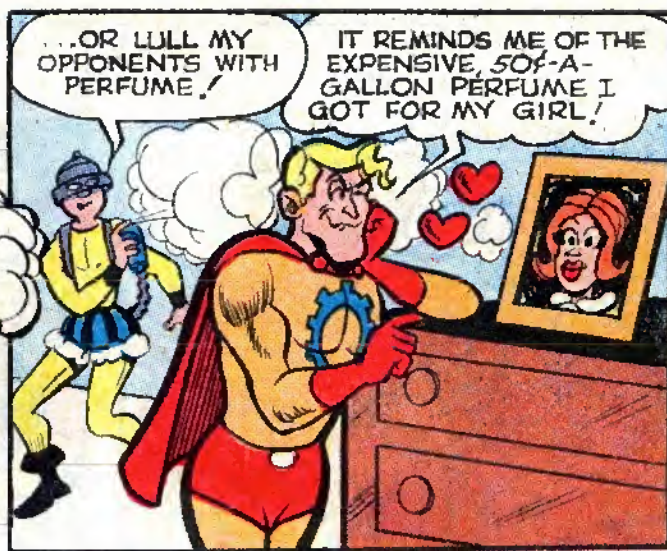








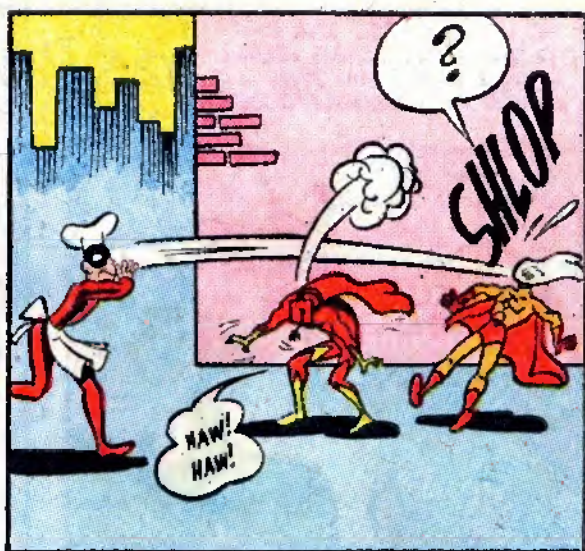




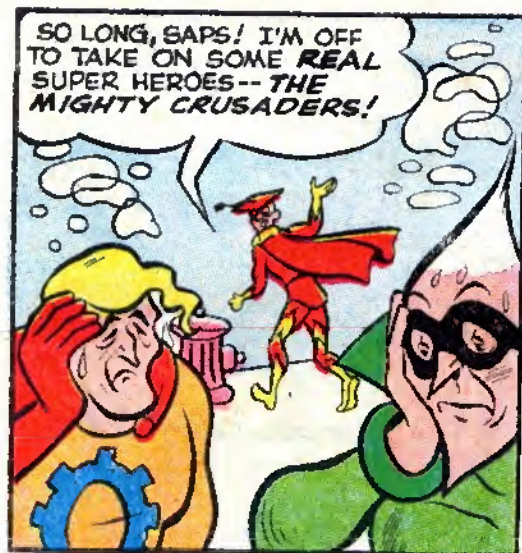




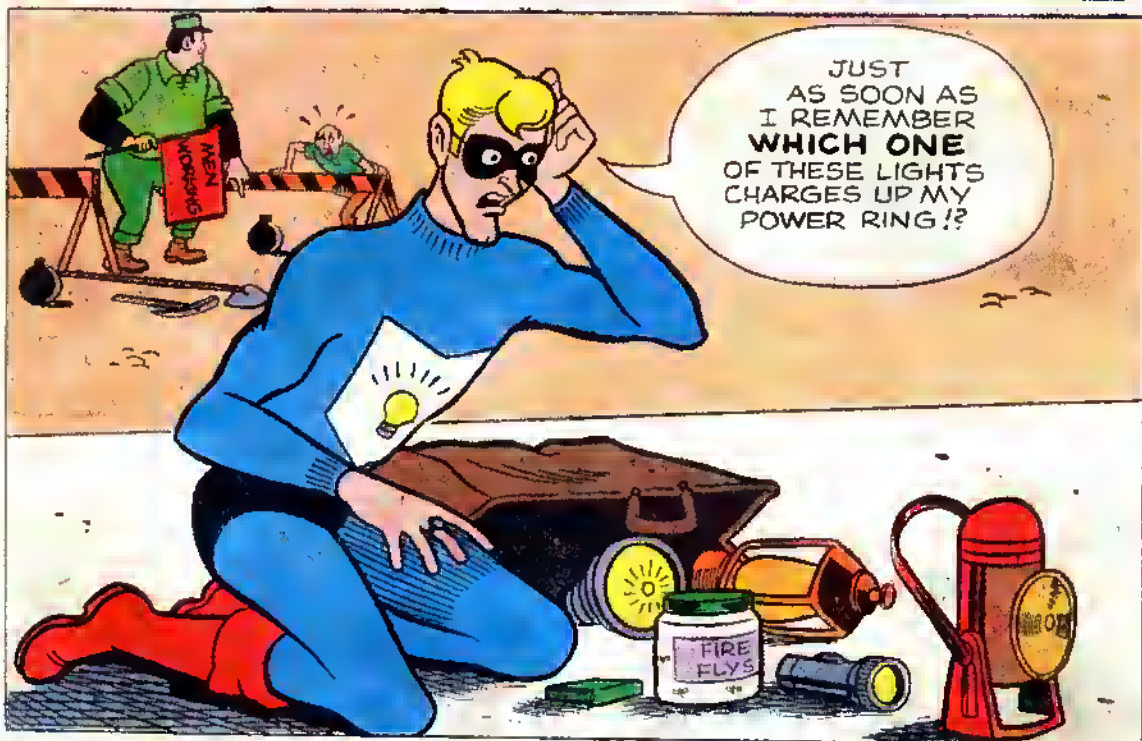








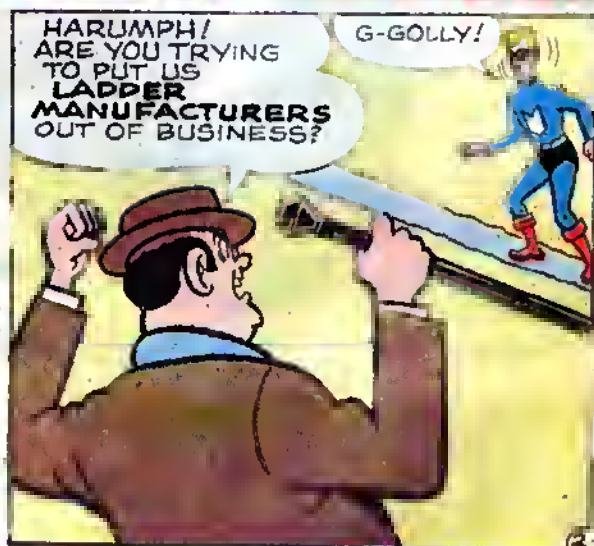
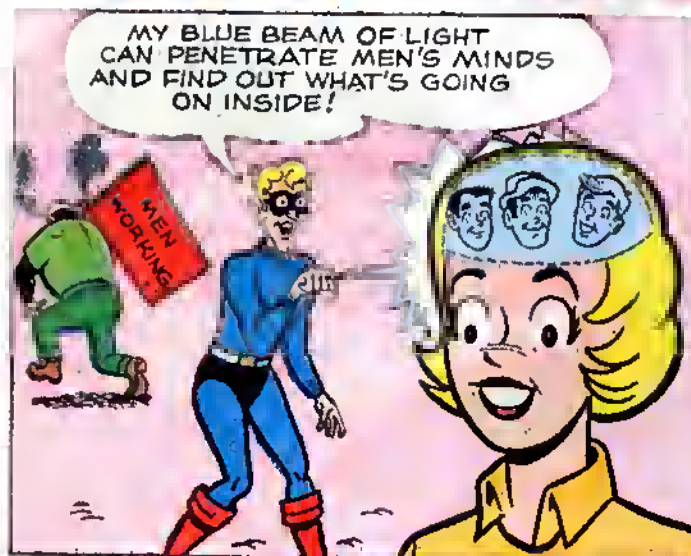
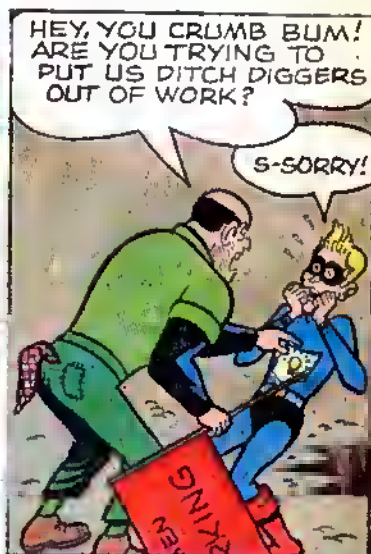




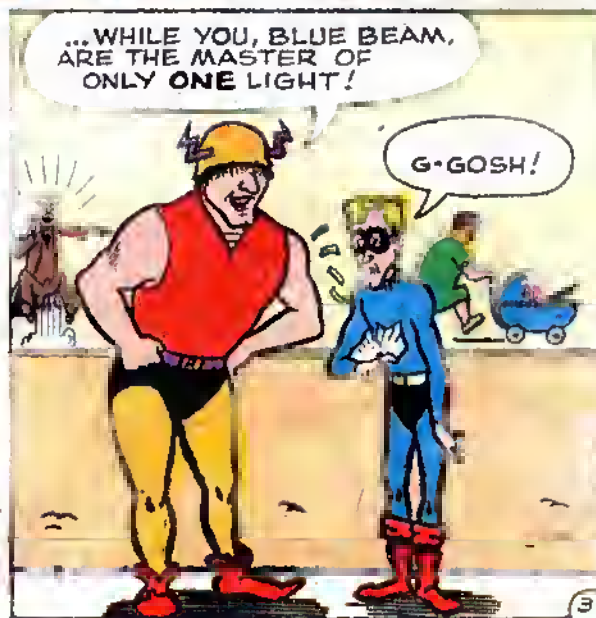
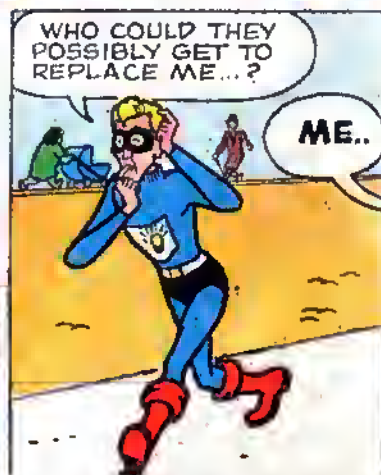
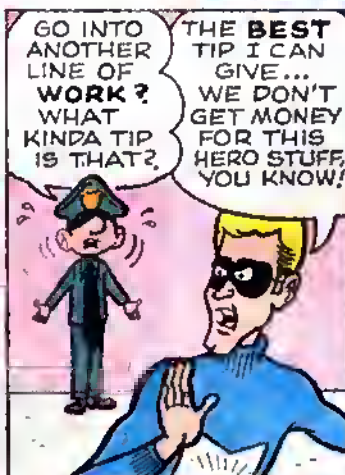
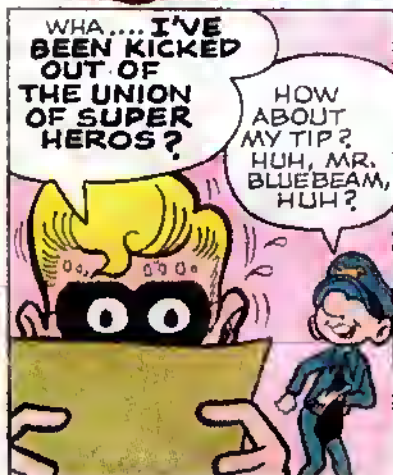
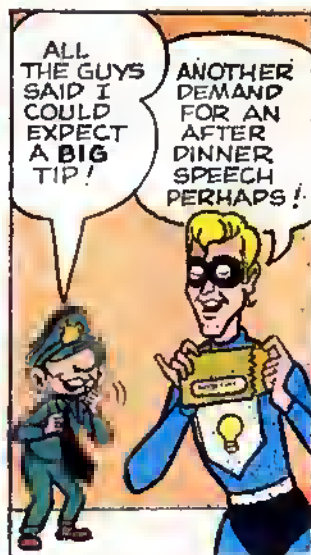
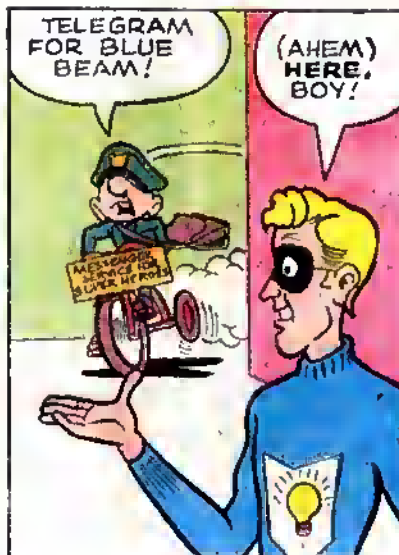
PRESENTING **THE CHAMP OF LAMPS**

# BLUE BEAM











LATER... AT A MEETING OF SUPER HEROES..

PLEASE, GENTLEMEN, DO NOT FIRE ME! I CAN STILL BE OF SOME USE!

OUR FOUNDER  
JOE YOUNG

UNION OF  
SUPER HEROES

SEE! MY LIGHT RING.  
CAN MAKE A SPOTLIGHT  
FOR OUR NEW, (HEH! HEH!)  
LAMP CHAMP!

HAW! HAW!  
I THINK  
BLUE BEAM  
IS LIGHT  
HEADED!

MY PURPLE RING IS FOR RAGE!  
WITH IT, I CAN MAKE A  
PURPLE SHOE!

....IN ORDER TO  
KICK YOU OUT OF  
THE UNION OF  
SUPER HEROES!

GOSH!  
I HAVEN'T  
BEEN SO EMBARRASSED  
SINCE I FORGOT  
TO PAY MY  
LIGHT BILL!

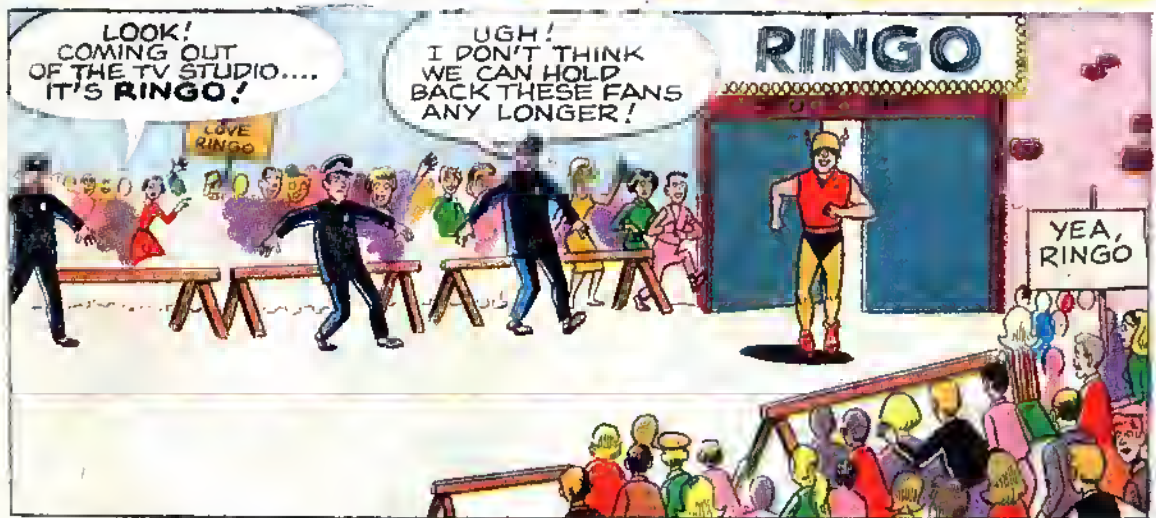
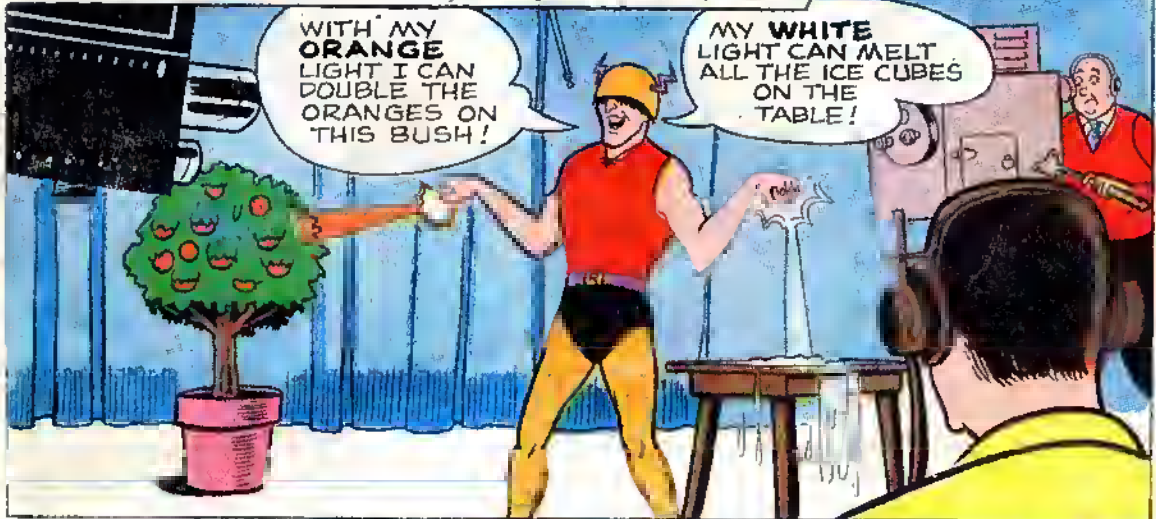
EXTRA!

RINGO TO GIVE AN  
EXHIBITION OF HIS  
FANTASTIC POWERS!  
READ ALL ABOUT IT!

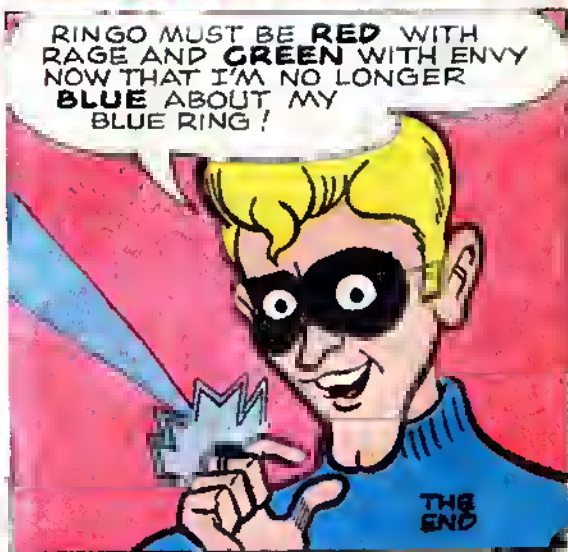
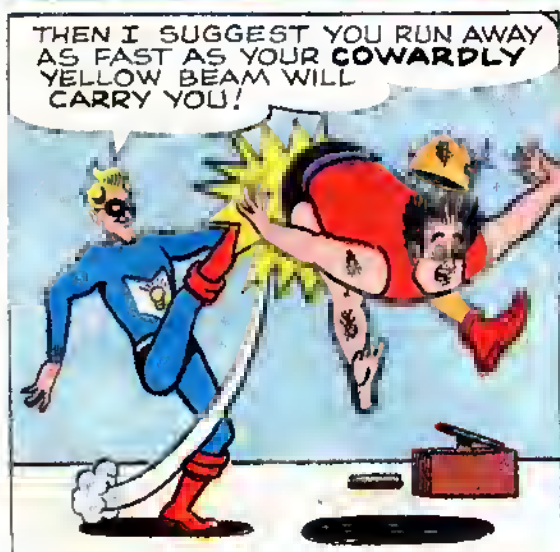
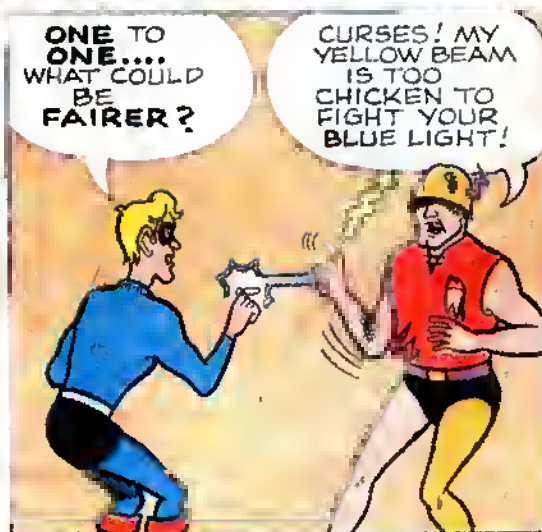
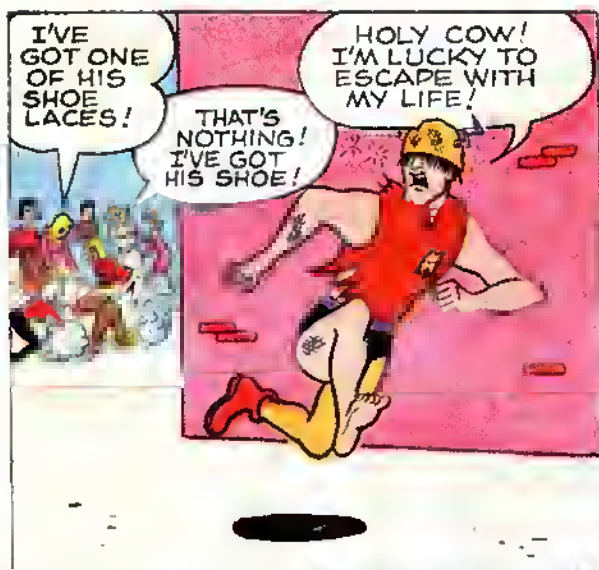
I GUESS  
THE ONLY  
THING I  
CAN DO NOW  
IS TO GO  
OUT AND GET  
A (UGH) JOB!



RINGO'S EXHIBITION GOES ON NETWORK TELEVISION...









DIG THIS CRAZY OFFER!

WE'LL SEND YOU  
A **FREE** COPY OF  
ARCHIE'S PALS 'N' GALS  
WITH EVERY ONE YEAR  
SUBSCRIPTION!

YOU GET FOUR  
GIANT SIZE COMICS  
**PLUS** A BIG BONUS  
ISSUE ABSOLUTELY  
**FREE!...IT'S A  
STEAL!**

LIKE FINDING  
A QUARTER!  
...AND WHO CAN'T  
USE AN EXTRA  
TWO BITS?

SO GET WITH IT!  
FILL OUT THE COUPON!  
THIS OFFER IS LIMITED AND  
WE DON'T WANT YOU TO MISS  
OUT ON OUR GIFT TO YOU!  
DON'T DELAY!...ACT **NOW!**

SEND TO **ARCHIE'S PALS 'N' GALS 5 FOR 4**  
**ROOM 603, 241 CHURCH ST.**  
**NEW YORK 13, N.Y.**

ENCLOSED PLEASE FIND ONE DOLLAR  
FOR THE NEXT FOUR ISSUES OF  
ARCHIE'S PALS 'N' GALS  
**PLUS A FREE BONUS ISSUE!**

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
(PLEASE PRINT)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

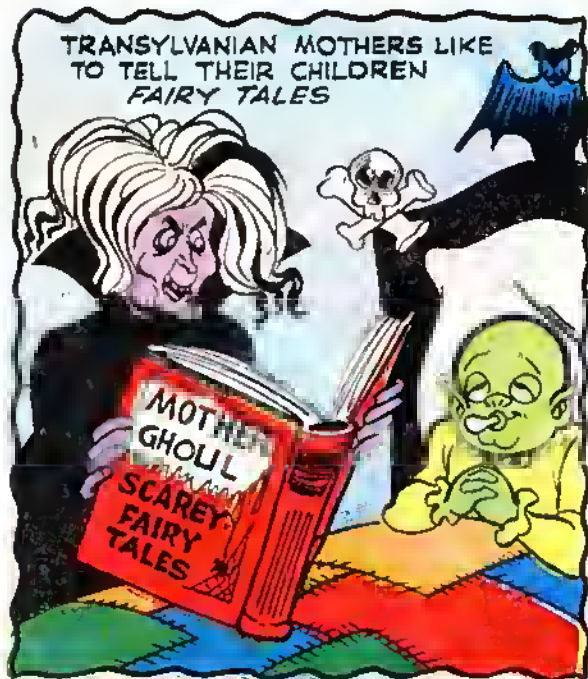
**BUY 4!  
GET  
5!**



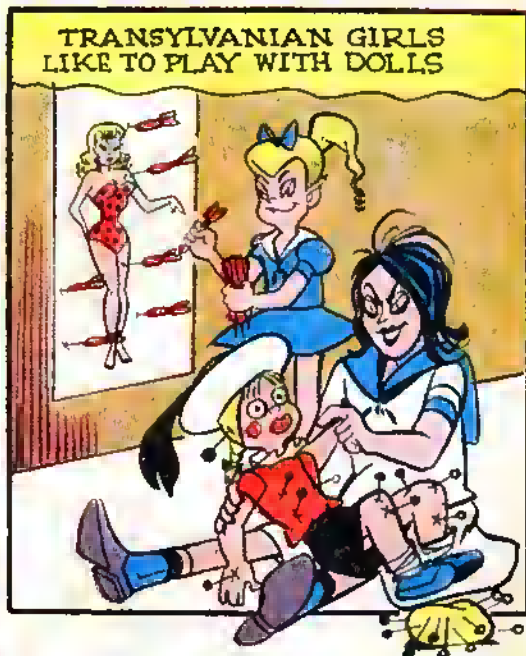
# LIFE IN TRANSYLVANIA

IS VERY MUCH LIKE LIFE ANYWHERE ELSE...WITH JUST SLIGHT DIFFERENCES

TRANSYLVANIAN MOTHERS LIKE TO TELL THEIR CHILDREN FAIRY TALES



TRANSYLVANIAN GIRLS LIKE TO PLAY WITH DOLLS



TRANSYLVANIANS LIKE TO KEEP PETS



TRANSYLVANIAN KIDS ATTEND SCHOOL LIKE ANYONE ELSE!

IF A WOLF MAN CAN BEAT UP 6 PEOPLE IN TWO HOURS, HOW MANY CAN HE BEAT UP IN FIVE HOURS?





TRANSYLVANIAN TEENS LIKE  
TO KNIT SWEATERS FOR  
THEIR BOY FRIENDS!



TRANSYLVANIANS LIKE TO  
FEED "NICE" BIRDS!



TRANSYLVANIANS LISTEN TO  
TV COMMERCIALS LIKE  
ANYONE ELSE!



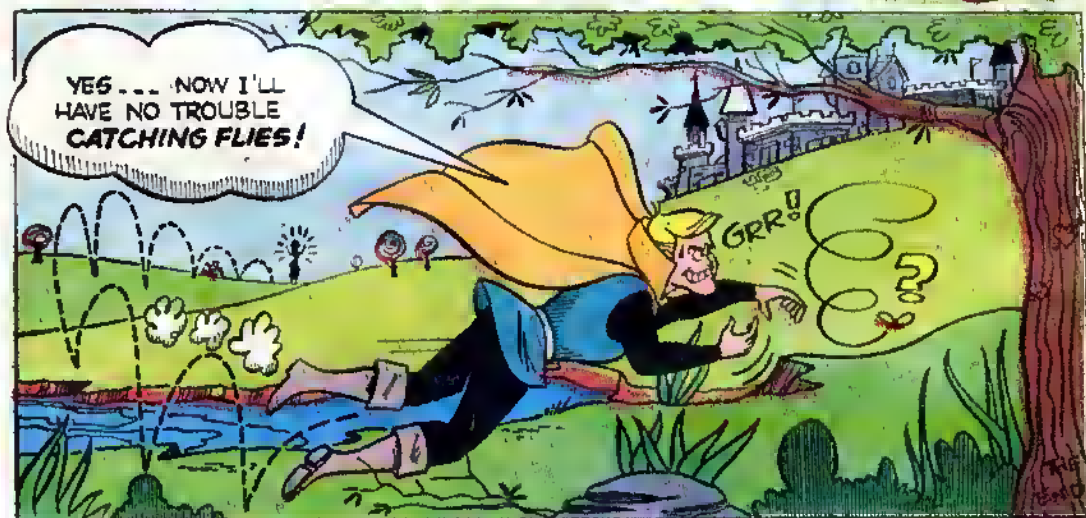
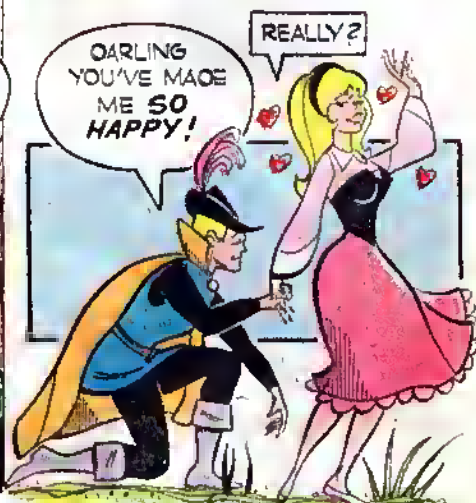
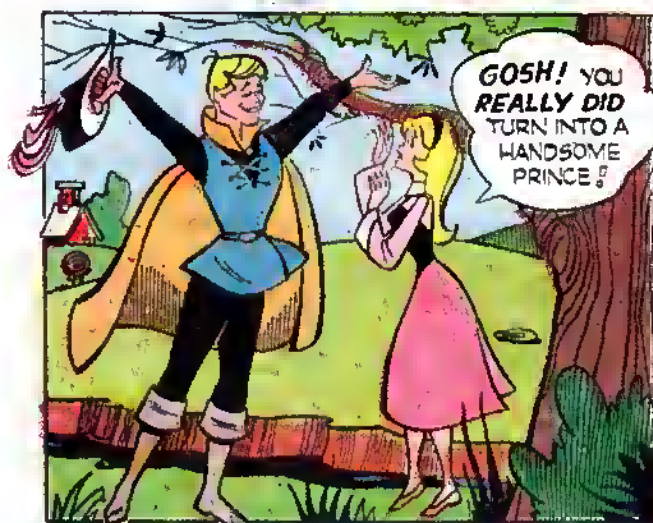
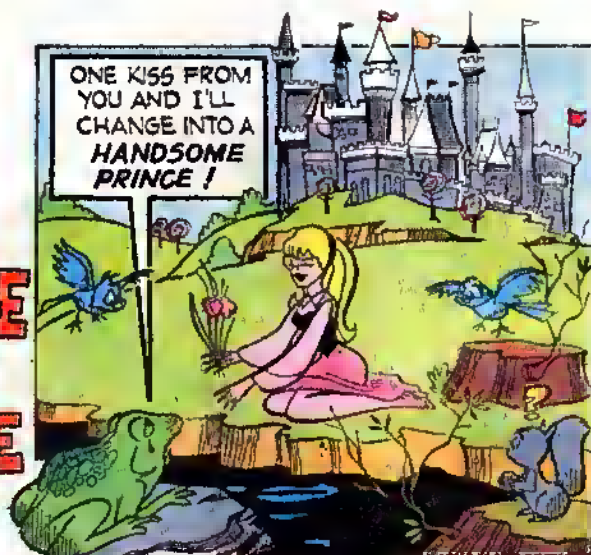
LIKE ANYONE ELSE  
TRANSYLVANIAN KIDS TIE THEIR  
LOOSE TEETH TO A DOOR...  
A TRAP DOOR, THAT IS!



END

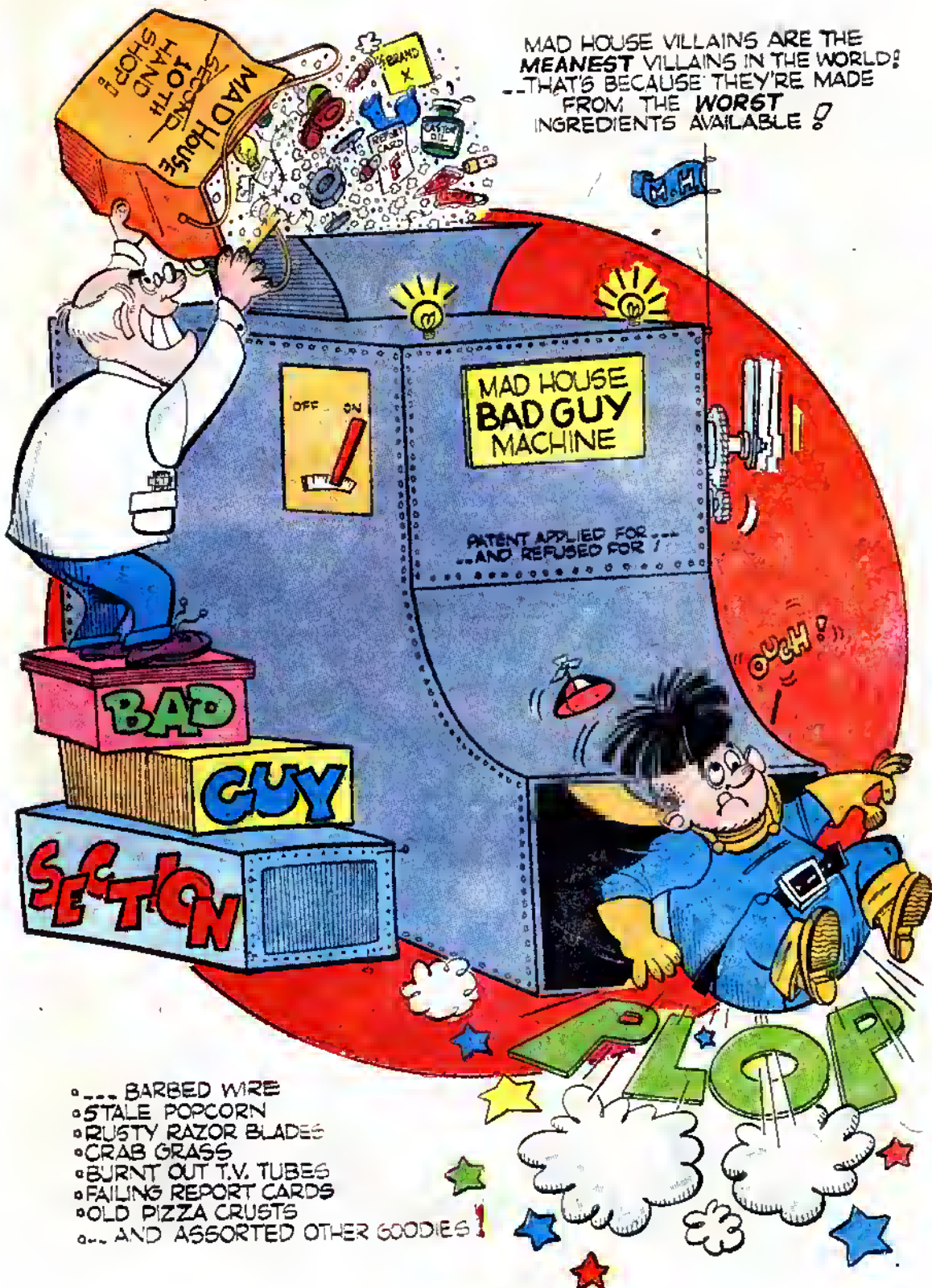


A  
MAD  
HOUSE  
**WHOLE**  
OF A  
**TALE**





MAD HOUSE VILLAINS ARE THE  
**MEANEST** VILLAINS IN THE WORLD!  
--THAT'S BECAUSE THEY'RE MADE  
FROM THE **WORST**  
INGREDIENTS AVAILABLE !



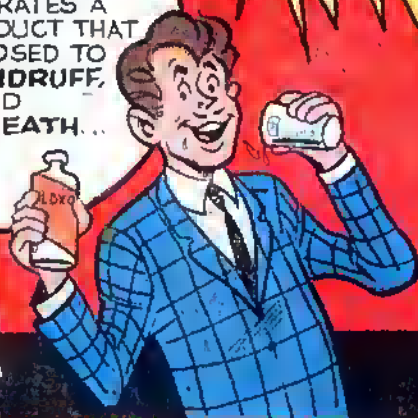
- ... BARBED WIRE
- STALE POPCORN
- RUSTY RAZOR BLADES
- CRAB GRASS
- BURNT OUT T.V. TUBES
- FAILING REPORT CARDS
- OLD PIZZA CRUSTS
- ... AND ASSORTED OTHER GOODIES !



PART 2...CONTINUED FROM A PREVIOUS ISSUE

# THE MAD AD MONSTER

1. WHAT HAS HAPPENED SO FAR-  
A TV ANNOUNCER  
DEMONSTRATES A  
NEW PRODUCT THAT  
IS SUPPOSED TO  
CURE DANDRUFF,  
B.O. AND  
BAD BREATH...



2. ...INSTEAD THE PRODUCT  
GOES HAYWIRE AND THE  
ANNOUNCER BECOMES THE  
MAD AD MONSTER  
WITH VERY  
PECULIAR POWERS...



3. ANYTIME THE MAD AD MONSTER DEMONSTRATES A PRODUCT ON TV  
IT BACKFIRES...

IF YOU HAVE A  
TOUGH BEARD  
PROBLEM...



... JUST TRY  
FOAMGLOP SHAVE  
CREAM!



...IT'LL MAKE YOUR  
TOUGH BEARD  
PROBLEM EVEN  
WORSE! HEN! HEN!



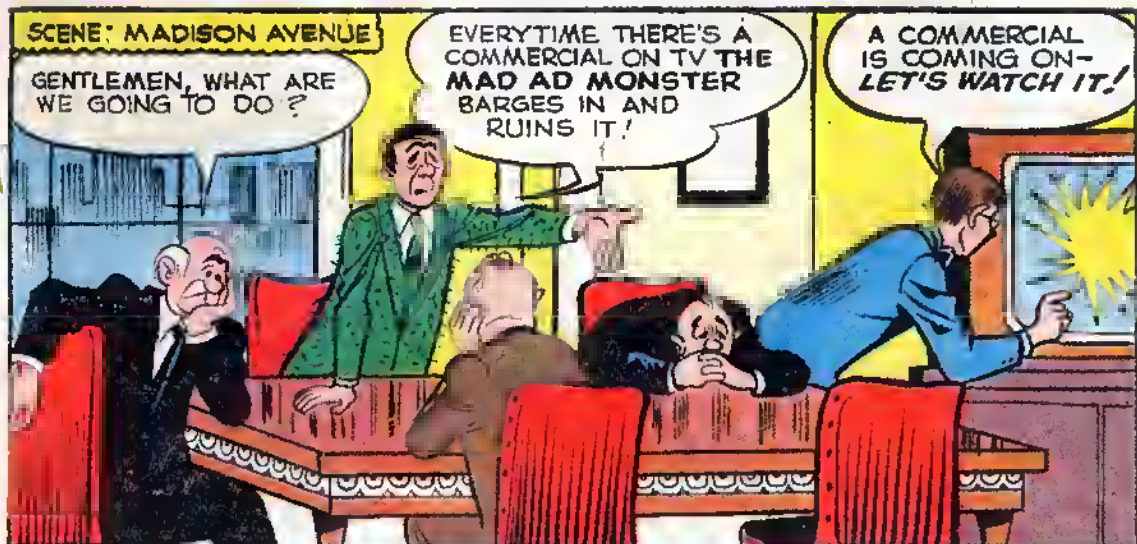


SCENE: MADISON AVENUE

GENTLEMEN, WHAT ARE WE GOING TO DO?

EVERYTIME THERE'S A COMMERCIAL ON TV THE MAD AD MONSTER BARGES IN AND RUINS IT!

A COMMERCIAL IS COMING ON- LET'S WATCH IT!



NOTICE HOW SOILED MY WASH IS!



NOW I PUT IN SOME SPIFFO DETERGENT!



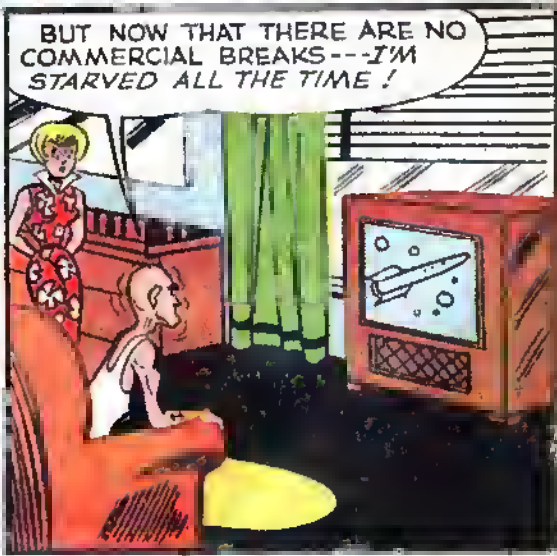
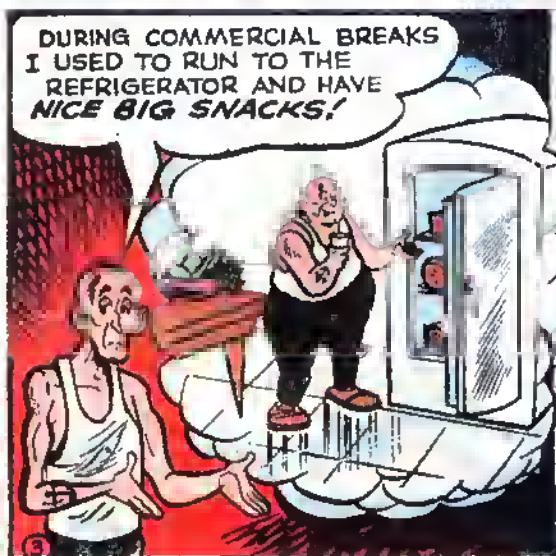
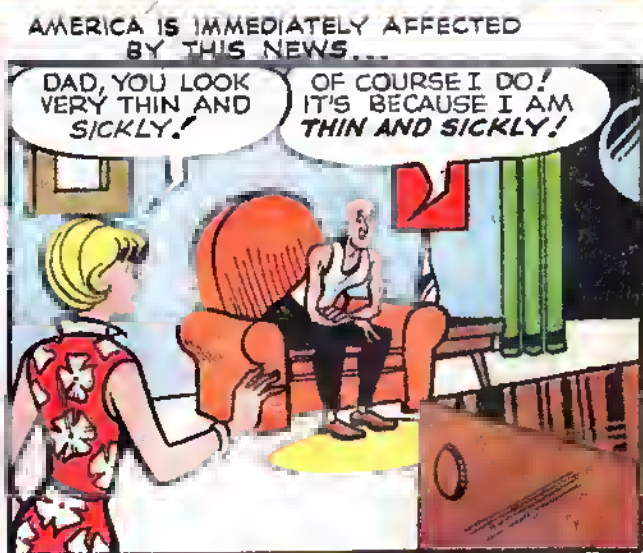
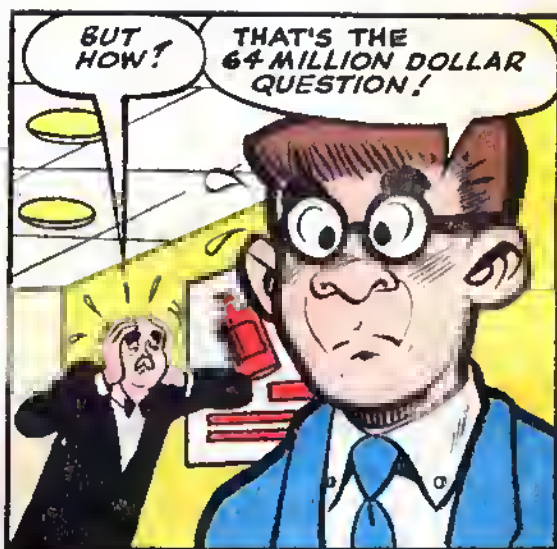
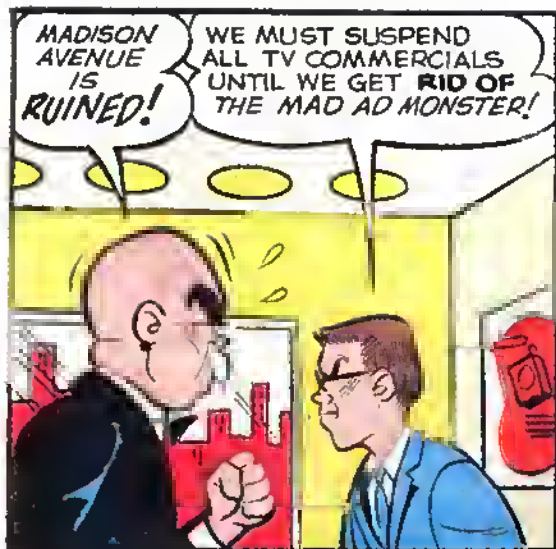
LET ME SHOW THE TV AUDIENCE WHAT SPIFFO REALLY DOES!



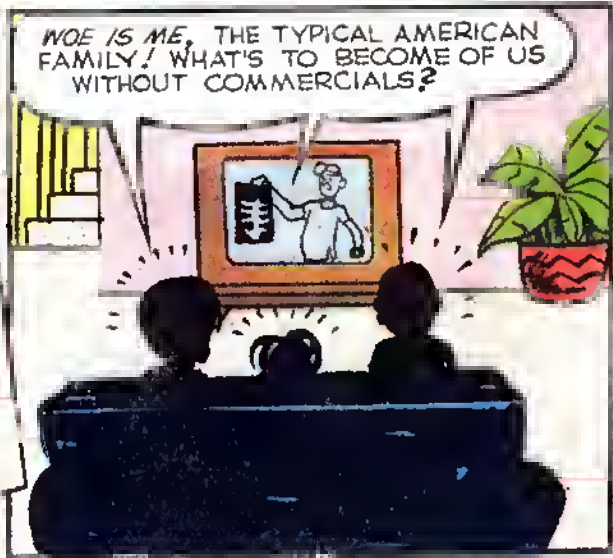
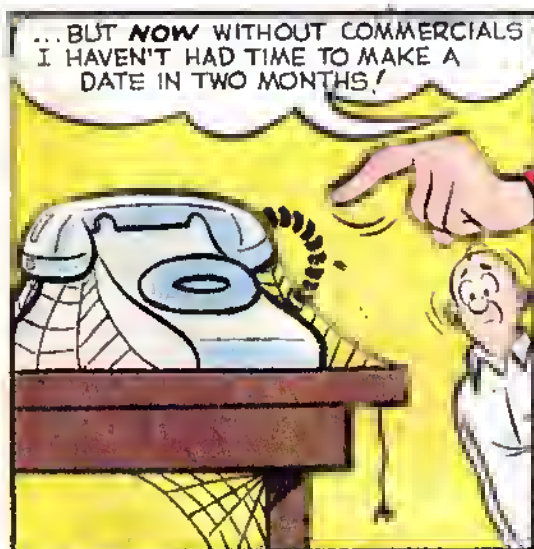
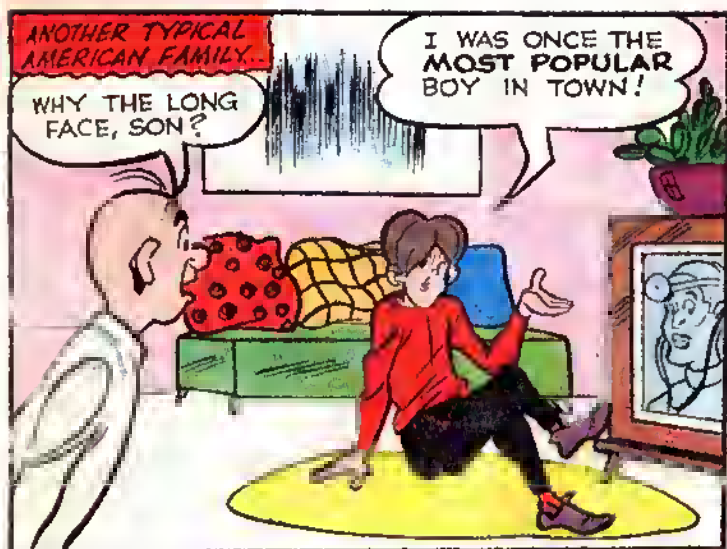
THE WASH COMES OUT *DIRTIER* THAN WHEN IT WENT IN! HEH! HEH!





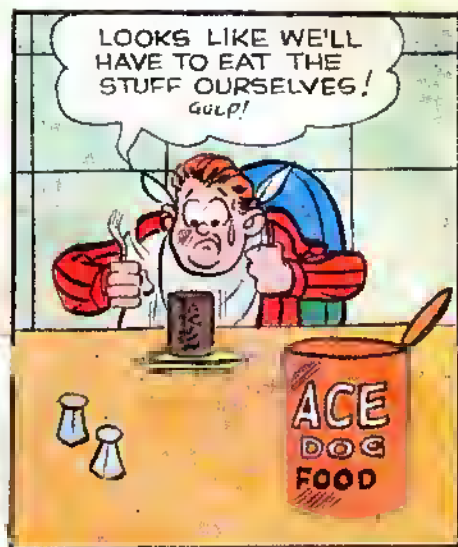




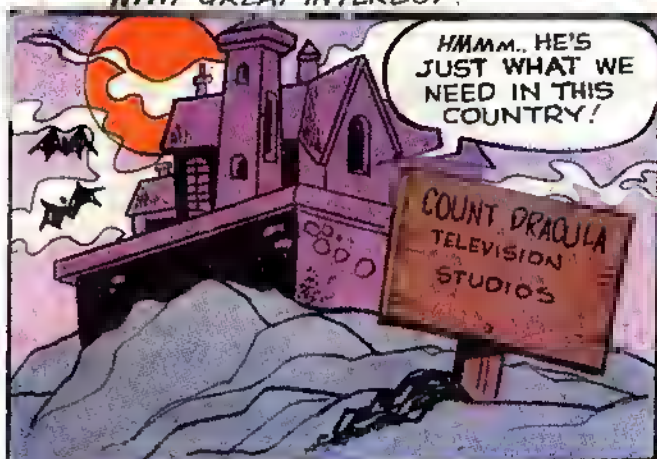




EVEN BUSINESS GROUPS FEEL THE PINCH



BUT 5,000 MILES AWAY, SOMEONE WATCHES THE ACTIONS OF THE MAD AD MONSTER WITH GREAT INTEREST!



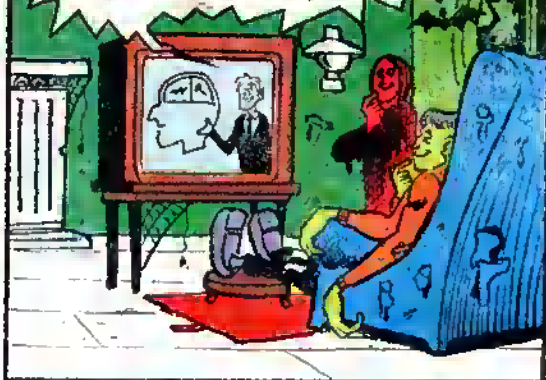


AND SO THE MAD AD MONSTER IS FLOWN BY TWA (TRANSYLVANIAN WITCHES AIRLINES) TO TRANSYLVANIA...



WHERE HE BECOMES AN OVERNIGHT SENSATION!

TRANSYLVANIANS, IF YOU HAVE A SLIGHT HEADACHE -- TAKE ASPO ASPIRINS!



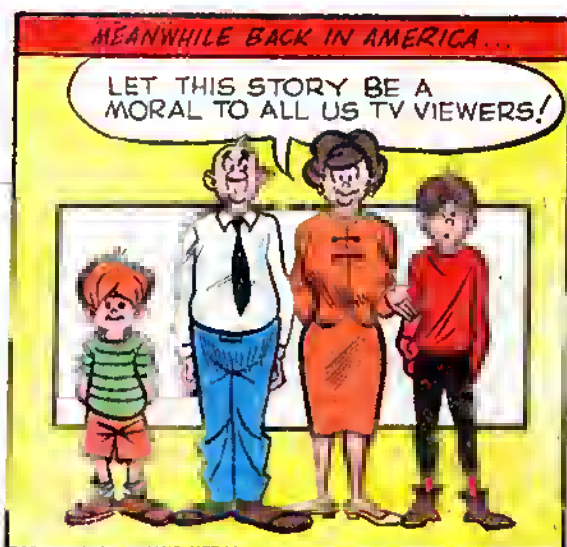
ASPO WILL GIVE YOU AN EVEN BIGGER HEADACHE! HEH! HEH!

WONDERFUL!



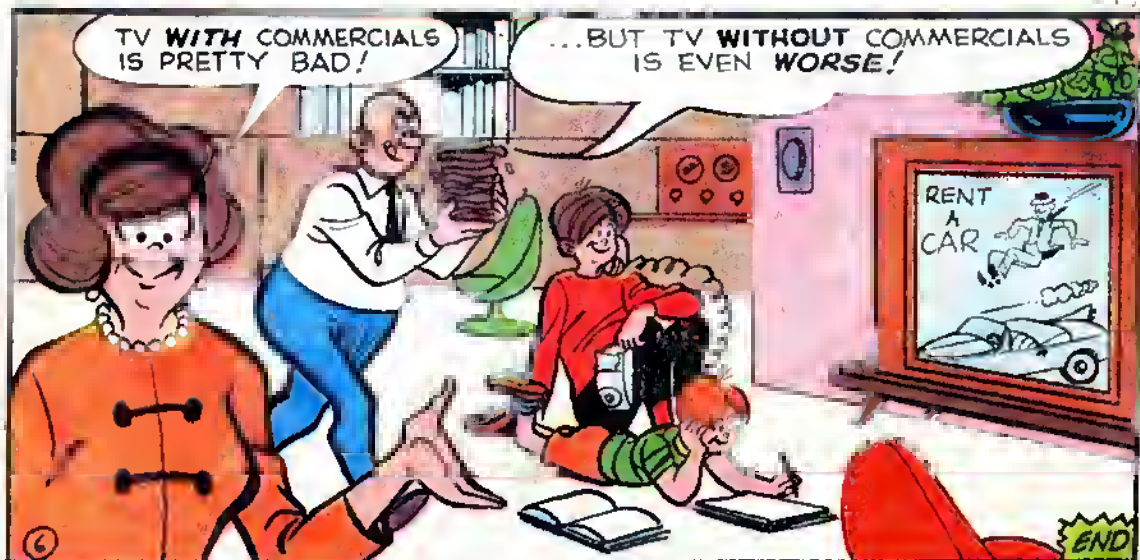
MEANWHILE BACK IN AMERICA...

LET THIS STORY BE A MORAL TO ALL US TV VIEWERS!



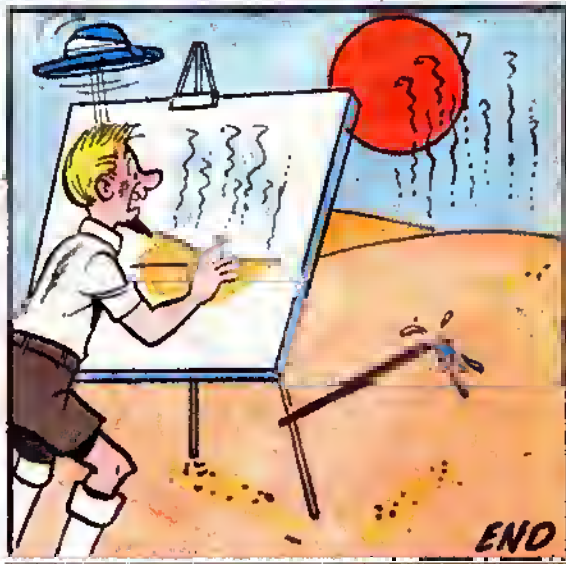
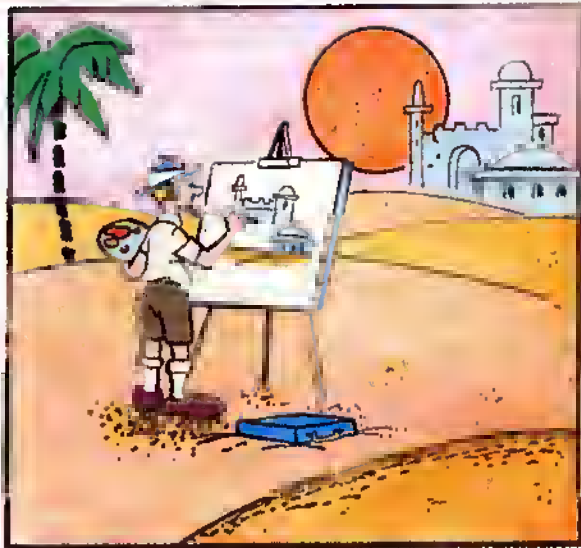
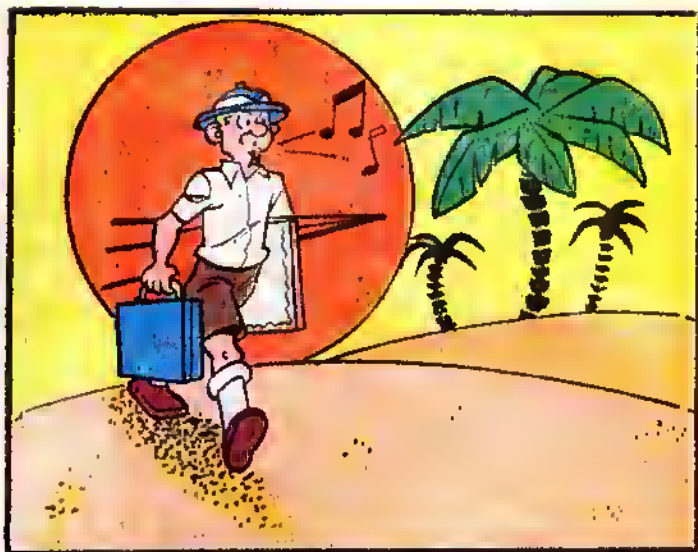
TV **WITH** COMMERCIALS IS PRETTY BAD!

...BUT TV **WITHOUT** COMMERCIALS IS EVEN **WORSE**!





# OP ART





CACKLE! CACKLE!  
STUDENTS, TODAY WE'RE  
GOING TO LEARN THE  
DIFFERENCE BETWEEN  
**BLACK MAGIC** AND  
**TECHNICOLOR MAGIC!**

A villager in the  
hand is worth two  
in the bush

—OLD MONSTER PROVERB

DO-IT YOURSELF  
TRAPDOOR REPAIR CLASS  
PROF. CLYDE DIDDIT, INST.

ECH!  
MONSTER SCHOOL  
IS A **DRAG!**

$$\begin{array}{r} 5 \\ +16 \\ \hline 15 \end{array}$$

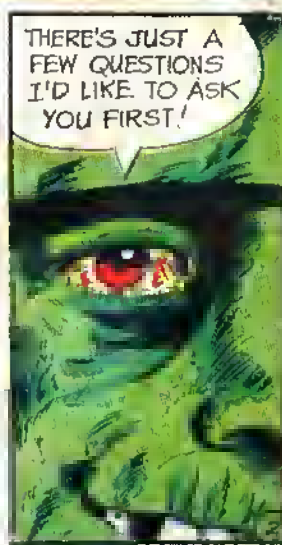
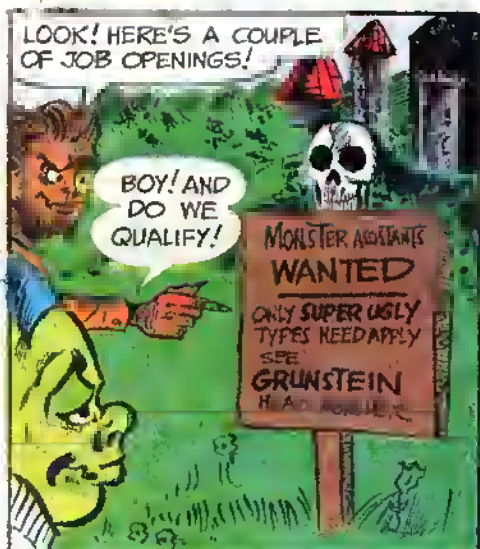
TEACHER ACCEPTS  
ONLY  
WORMY APPLES

YEAH, UGLY BOY!  
LET'S YOU AND I  
QUIT MONSTER  
SCHOOL!

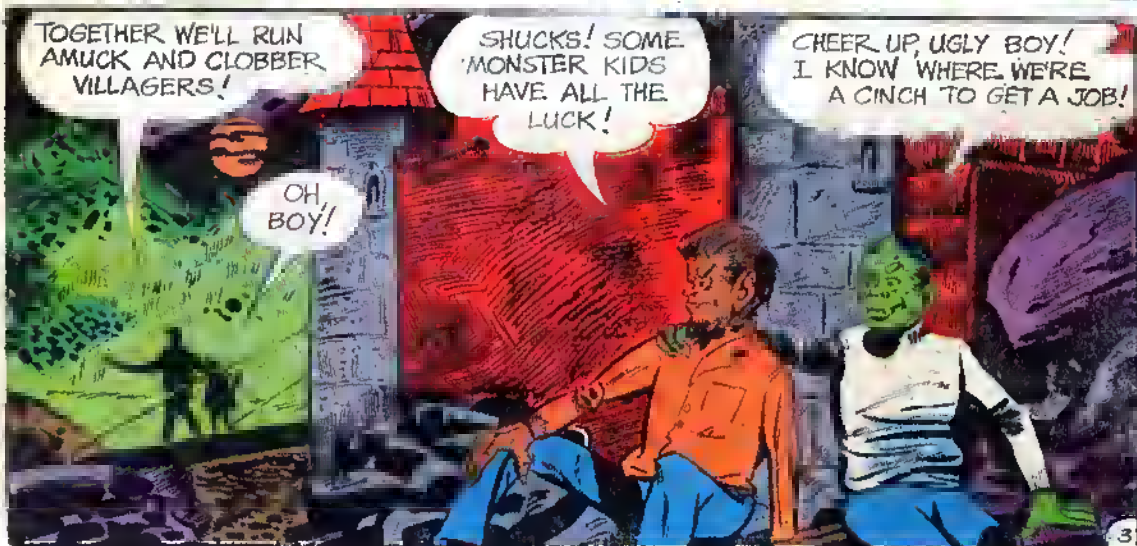
# I WAS A MONSTER SCHOOL DROPOUT

FEATURING UGLY BOY & "THING JR."

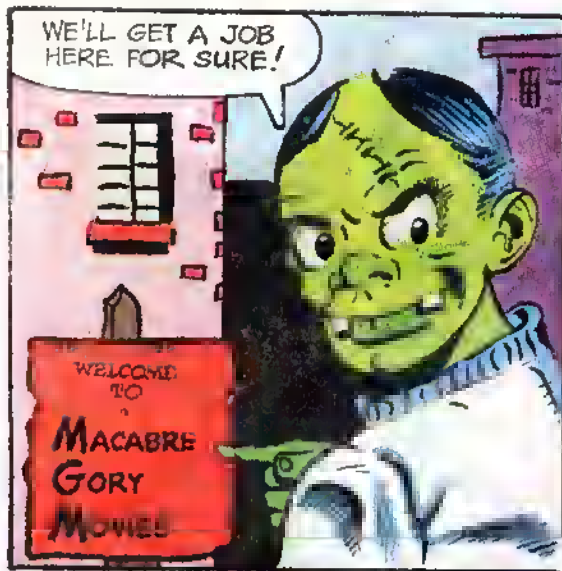


















THE WORLD OF JUGHEAD  
IS A WORLD OF

**LAUGHS**

25¢

IT'S  
**BIG**



JUGHEAD  
AT HIS  
**BEST!**

IN A  
**GIANT**  
MAGAZINE!

**DON'T  
MISS  
IT!**

SPEND A QUARTER AND A  
FEW MINUTES WITH A BALL  
POINT TO BRING THIS GIANT  
SIZE WONDERFUL WORLD OF  
LAUGHS RIGHT TO YOUR DOOR!  
YOU GET *MORE* OF JUGHEAD  
IN THIS BIG BOOK!...HURRY!  
ORDER *YOUR* COPY  
**TODAY!**

THE WORLD OF JUGHEAD #136  
ROOM 603, 241 CHURCH ST.  
NEW YORK, N.Y. 10013

ENCLOSED PLEASE FIND 25¢ IN COIN FOR  
WHICH YOU WILL SEND ME THE GIANT-SIZE  
THE WORLD OF JUGHEAD No. 136  
AS SOON AS IT IS OFF THE PRESSES.

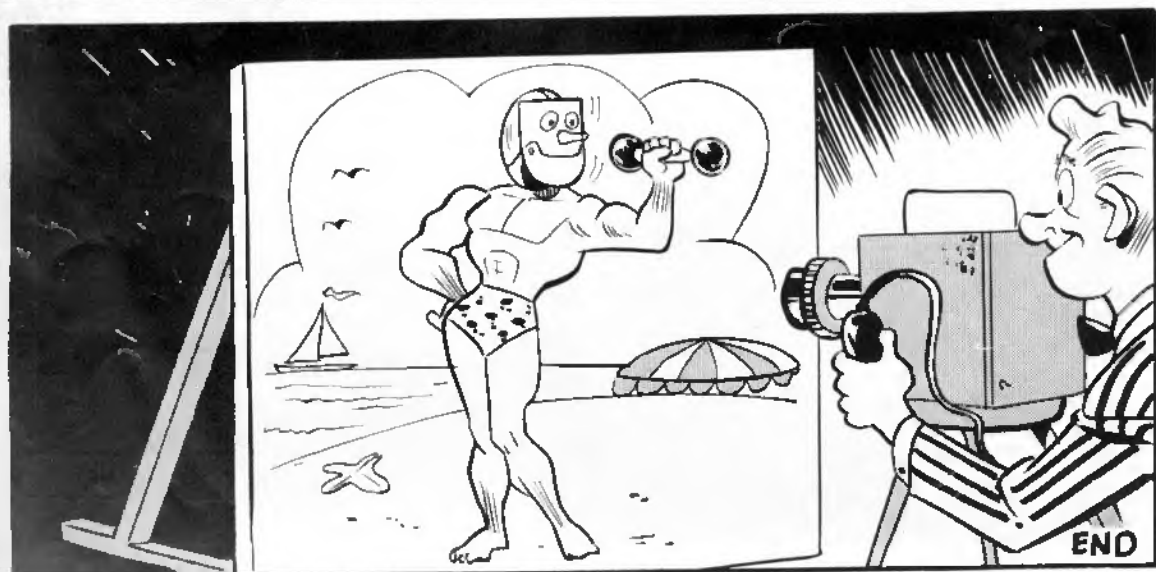
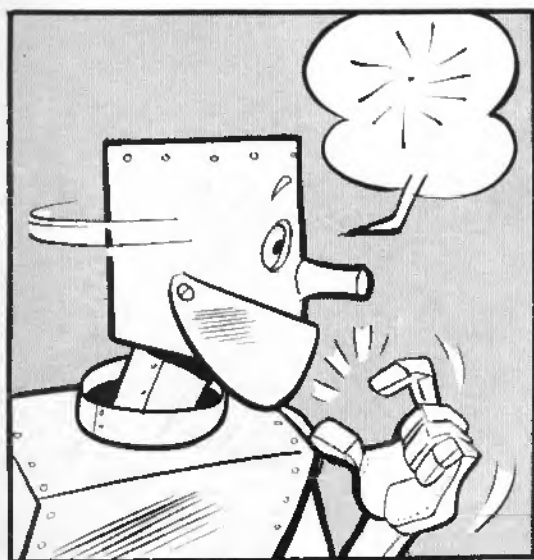
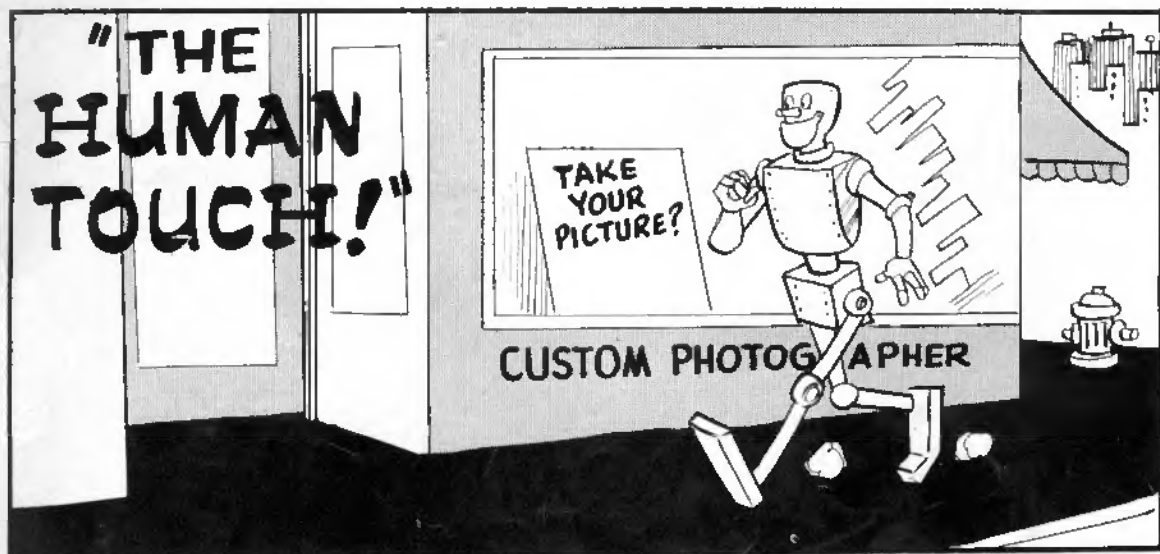
NAME (PLEASE PRINT)

ADDRESS

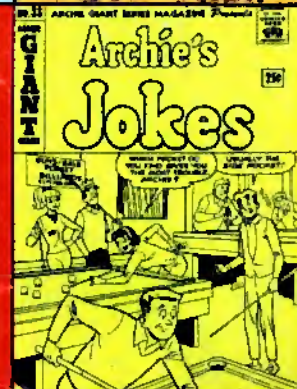
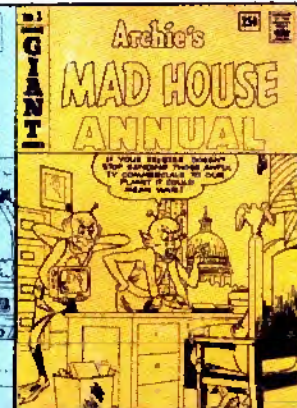
CITY

STATE AND ZIP No.









THIS COUPON WILL BRING YOUR FAVORITE ARCHIE QUARTER COMICS RIGHT TO YOUR DOOR AS SOON AS THEY ARE OFF THE PRESSES! SEND IT **TODAY!**



ARCNE QUARTER COMICS, 241 Church St., New York, N.Y. 10013

Please send the following **GIANT COMICS**. I enclose 25c in coin for **EACH TITLE** checked below:

- |  |  |
|--|--|
| <input type="checkbox"/> ARCHIE ANNUAL # 17                | <input type="checkbox"/> ARCHIE'S CHRISTMAS STOCKING # 31    |
| <input type="checkbox"/> ARCHIE'S JOKES # 33               | <input type="checkbox"/> BETTY AND VERONICA SPECTACULAR # 32 |
| <input type="checkbox"/> LITTLE ARCHIE # 36                | <input type="checkbox"/> BETTY AND VERONICA SUMMER FUN # 34  |
| <input type="checkbox"/> THE WORLD OF JUGHEAD #136         | <input type="checkbox"/> ARCHIE'S MADHOUSE ANNUAL # 3        |
| <input type="checkbox"/> AROUND THE WORLD WITH ARCHIE # 35 |  |
| <input type="checkbox"/> ARCHIE'S PALS 'N' GALS # 33       |  |

NAME (PLEASE PRINT) \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ Zip Code \_\_\_\_\_

DEPT. A